

**Years ago people
thought the cigarette holder
was a pretty good idea.**

It still is.

*The cigarette holder. A symbol of elegance
And yet so practical.*

It keeps the cigarette away from your lips.

This same principle is true of our Parliament.

The filter's matted back ends a firm outer shell.

Away from your lips.

Which means you taste Parliament's good, clean flavor.

Not its filter.

The cigarette holder is still a good idea.

We just brought it up-to-date.

In King Size and Charcoal 100's.

Parliament.
*It works like a
cigarette holder
works.*

King: 16 mg. "tar", 1.2 mg. nicotine "av. per cigarette." 100's: 13 mg. "tar", 1.1 mg. nicotine "av. per cigarette." FTC Report Nov. '70

